



# Client Enrichment Series

Welcome to today's presentation on:  
***GSA Leasing Support Services Program (GLS)***  
the presentation will start at ***2pm Eastern***

**Note:** Phones are automatically muted during the presentation. You have the ability to send questions to your fellow attendees and our presentation team via your Chat pane. Our team will answer as many of the questions as possible throughout and at the end of the presentation. All questions will be captured, and answers sent to all participants prior to the next presentation.



# Past and Present Session

- Prior Presentation – *Is Longer Term Leasing Right For You?*
- **TODAY – *GSA Leasing Support Services Program (GLS)***

[www.gsa.gov/ces](http://www.gsa.gov/ces)

[ClientEnrichmentSeries@gsa.gov](mailto:ClientEnrichmentSeries@gsa.gov)



## **PBS Client Enrichment Series** ***GSA Leasing Support Services Contract (GLS)***

***Hosted by:***

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## *What we're going to cover today:*

- History of the GLS Program
- GLS Menu of Services
- How the Contract Works
- GLS Customers and Customer Success Stories
- Successor Contract
- Q&A



# What is the GLS?

GLS is a collection of multiple, zonal Indefinite Delivery/Indefinite Quantity (IDIQ) contracts, designed to complement GSA's workforce and provide support services to the regions in an effort to management each region's workload. This tool leverages contractors' expertise to provide more efficient space solutions.

## **Purpose:**

- Assist in delivering best value in space solutions for the Government and taxpayers
- Leverage private sector resources and expertise with reduced contract administration

# Evolution of GSA's Broker Program

- **1994 – 2007 - Regional Broker Contract**
  - Multiple, scattered contracts with evenly distributed task orders
  - Regionally controlled, each contract different
  - Issues with accounting controls, funding sources, contract administration & oversight
- **2005 – 2010 - National Broker Contract NBC 1**
  - One national contract awarded to four brokers based on performance
  - Established national oversight, administrative controls and funds accounting
  - Lacked appropriate incentives to ensure broker performance
- **2010 to 2015 NBC2**
  - One national contract awarded to four brokers
  - Included incentives to ensure performance
  - Numerous administrative processes and redundant staffing requirements
  - Decentralized regional administration and staffing gaps around contract led to inefficiencies and inconsistency

# *(GLS) GSA's Leasing Support Services Contract*

- **Demonstrate Cost Savings**
  - New incentives based on lease cost and market performance
  - Personnel: Reduced personnel redundancies
  
- **Increase Contract Flexibility**
  - Robust menu of services
  - Expanded scope of broker responsibilities
  - Strategic planning
  
- **Increase Utilization of Contract**
  - Utilization strategy based on portfolio needs and workload planning
  - Incorporated into the GSA/PBS Strategic Blueprint and Performance Plans

# Organizational Structure

## ZONE 1 – Northern Zone

CBRE, Inc.

Jones Lang LaSalle

Serving the states of:

MN, WI, MI, IL, IN, OH, VA, WV, MD, DE, PA, NJ,

NY, VT, NH, MA, CT, RI, ME

GSA Regions 1, 2, 3 and 5

## ZONE 3 – Western Zone

Cushman Wakefield

Carpenter Robbins (Small Business)

Serving the states of:

WA, MT, ND, SD, OR, ID, WY, CA, NV, UT,

CO, NE, KS, IA, MS, AZ

GSA Regions 6, 8, 9, and 10

## ZONE 2 – Southern Zone

Savills Studley

Public Properties (Small Business)

Serving the states of:

NM, TX, OK, AK, LA, KY, TN, NC, SC, MS, AL, GA, FL

GSA Regions 4 and 7

## ZONE 4, National Capital Zone

CBRE, Inc.

Jones Lang LaSalle

Savills-Studley

Serving the Washington DC Area

GSA Region 11

# GLS Menu of Services

MODULE TYPE	MODULE DESCRIPTION / TARGET PROJECT TYPES	REQUIREMENTS DEVELOPMENT	LEASE ACQUISITION	POST AWARD SERVICES	EXTENSION
Module 1	<b>DELUXE ACQUISITION SERVICES</b> Requirements Development, Lease Acquisition, Post Award Services				
Module 2	<b>PROGRAMMING &amp; ACQUISITION SERVICES</b> Requirements Development & Lease Acquisition				
Module 3	<b>OCCUPANCY SERVICES</b> Lease Acquisition & PostAward Services				
Module 4	<b>LEASE ACQUISITION</b> Lease Acquisition				
Module 5	<b>LIMITED VALUE LEASES</b> * TBD at Task Order Award	* 		* 	
Module 6	<b>PLANNING SERVICES</b> Lease Extension	With an associated Task 1 - 5 or NPM Approval			

# Value Tier Table

## Modules 1-4



Value Tier	Type of Lease	MSA Rank	Lease Size (ABOA)
High Value	New	1-100	2,000+ ABOA
	<hr/>		
Moderate Value	New	1-100	<2,000 ABOA
	New	100+	10,000+ ABOA
	Succeeding	1-100	5,000+ ABOA

## Modules 5 & 6



Value Tier	Type of Lease	MSA Rank	Lease Size (ABOA)
Limited Value	New	100+	<10,000 ABOA
	Succeeding	1-100	<5,000 ABOA
	Succeeding	100+	All
	Ext/Hold	All	All
	<hr/>		

# How Does the Contract Work?

## Step 1 - Space Need Identified

Working with your GSA P.O.C. a continuing or new lease action is identified. GSA will assist in determining which of the **6 services from GLS Menu of Services** will best fit your needs.

## Step 3 - Lease Award

Upon award of the lease, the broker earns a **commission paid by the lessor**. This commission is negotiated and agreed upon early in the lease acquisition process.

## Step 2 - Broker Tasking

Using best value procedures, the **best broker for your particular space needs** will be selected and issued a task order to acquire a lease. Price and other factors are considered.

## Step 4 - Rent Start

At rent commencement, a **commission credit** is applied in the form of rental reductions for the first month(s).

# Rent Cost Avoidance!

**Aggregate Lease Value: \$42M**

**Market Commission: 3%**

**Proposed Standard Commission: 49%**

**TOTAL Commission**  
**\$1,260,000**

**Total Commission**  
**Earned by the broker**  
**based on aggregate**  
**lease value.**

—

**BROKER Commission**  
**\$617,4000**

**Broker retains a**  
**percentage of the**  
**commission.**

=

**Rent Cost Avoidance!**  
**\$642,600**

**Commission Credit**  
**(Remainder) is applied to the**  
**lease.**

# Requirements Development

It is GSA's intention to leverage the Contractor's market knowledge of market conditions to advise GSA and our client agencies on delineated area recommendations and term length recommendations, thereby helping to shape tenant agency requirements to match market opportunities and conditions.

## 5 Key Elements to Requirements Development



- Conduct Needs Interview
- Confirm Requirements
- Present Options
- Document Agreement
- Deliver as Promised

# Strategic Planning

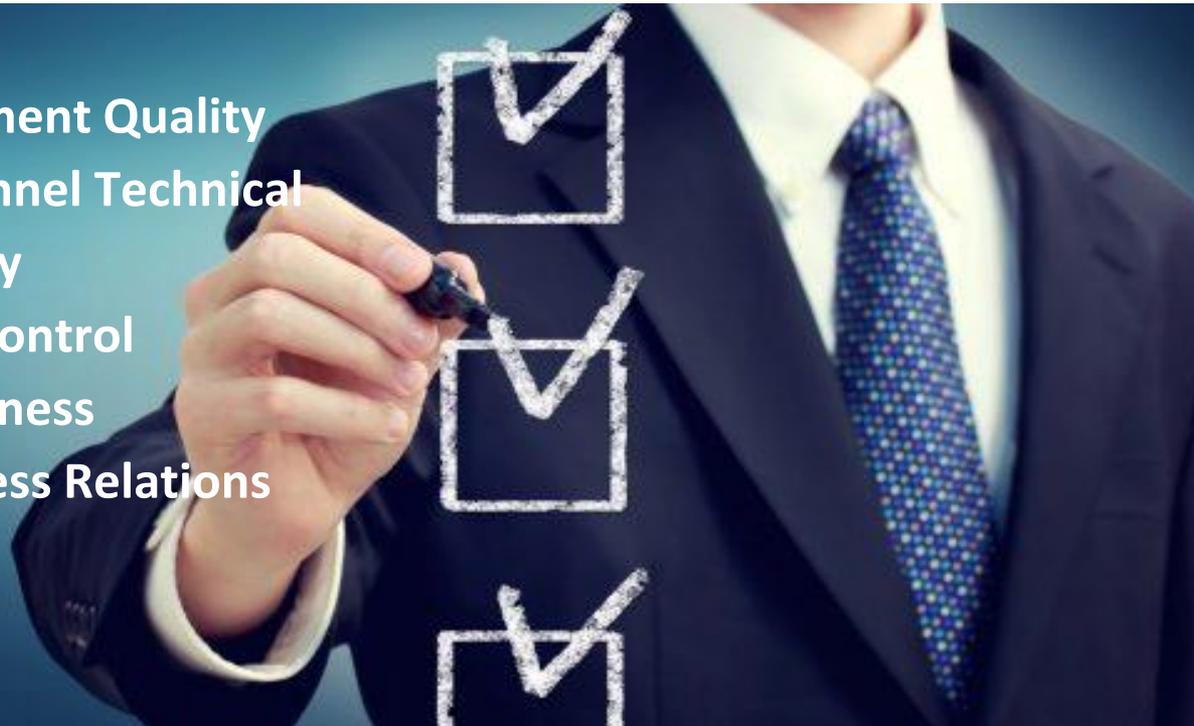


- High level analysis of Market
- Research changes in market
- Research opportunities to restructure leases.
- Present options within the portfolio.

# Monitoring Broker Performance

Performance driven!

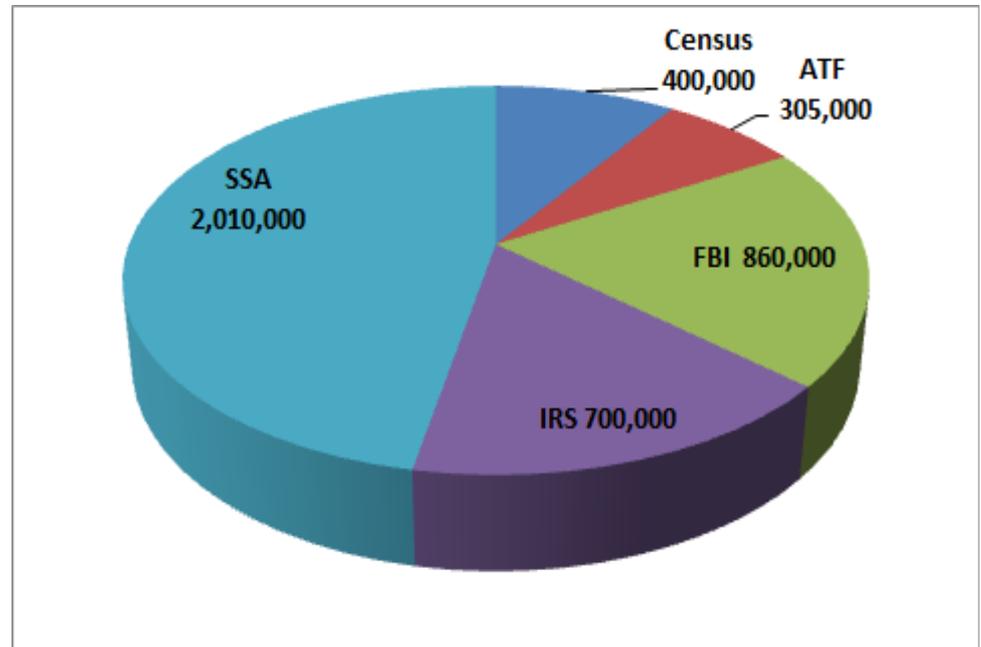
1. Document Quality
2. Personnel Technical Quality
3. Cost Control
4. Timeliness
5. Business Relations



# GLS Customers



## Top 5 Customers and Rentable Square Footage Tasked



# Current GLS Initiatives

## Census 2020



## FEMA Hurricane Relief



# GLS Broker Projects – Florida

## Brandon, FL



**Bullseye Savings =  
\$1,289,218.00**

**Public Properties**

### Project Challenges

- Limited Competition
- Compact project timeline
- Annual rental rate restrictions

### Project Outcomes

- Successful cost driven negotiations
- Compact project timeline
- Annual rental rate restrictions

# GLS Broker Projects - Louisiana

## Project Challenges

- Accelerated project schedule
- Limited marketplace
- Tenant improvement challenges

## Project Outcomes

- Successful cost driven negotiations
- Compact project timeline
- Annual rental rate restrictions

## Shreveport, LA



**\$152,178.20 in TI Concessions**

**Public Properties**

# The Deals...



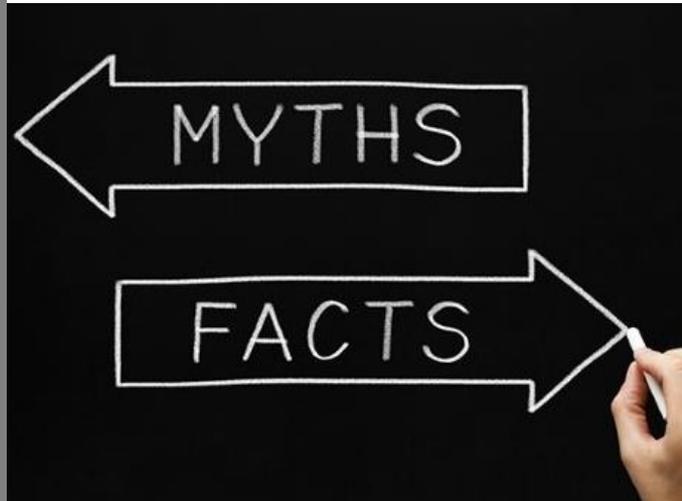
- **Task Order Awards - 656**
- **Square Feet - 30.5M**
- **Contract Value - \$6.3B**
- **Estimated Commission Credits (Rent Cost Avoidance) - \$62.3M**

*GLS Stats...*

# GLS Fact vs. Fiction

## Myths

- Brokers achieve higher rental rates.
- Lessors pass along commission cost to lease rates increasing the cost to the government.
- High risk of conflicts of interest in broker projects.
- Broker projects take longer than in house projects.



## Facts

- GLS rates are demonstrably lower.
- Commission costs are not reflected in higher lease rates.
- Inspected and verified firewalls in place - strict conflict of interest protocols
- Takes less time and multiplies resources.

# *How Can I Take Advantage of the GLS Contract?*



*Speak with your GSA POC when first contacted or when you are contacting GSA about your leasing space needs*



## *Future of the GLS Program*

- Regional Outreach
- Industry Outreach Sessions
- Solicitation Issuance
- Anticipated Award Date





## *Resources*

Overview, News, Fact Sheet, & Contracts Library  
available at: [www.gsa.gov/gls](http://www.gsa.gov/gls)

Email Contact: [glinfo@gsa.gov](mailto:glinfo@gsa.gov)

# Questions?

## *GLS Contractual Questions*

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## *GLS Program Questions*

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We hope to see you online at our next  
Client Enrichment Series event

## Demystifying Design Intent Drawings (DIDs) Thursday, June 21st 1:30pm Eastern

[Register Now](#)

We're on YouTube!  
Search "GSA PBS Client Enrichment Series"

Reach our program team at:

[clientenrichmentseries@gsa.gov](mailto:clientenrichmentseries@gsa.gov)

Visit our website at:

[www.gsa.gov/ces](http://www.gsa.gov/ces)